

Trends in Advancement and Advancement Services

John Lippincott
CASE President

Annual Conference for Senior
Advancement Services Professionals
April 19, 2006
Baltimore



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION



ADVANCEMENT TRENDS

- 1. Rise of Advancement Services**
- 2. More Is Not Enough**
- 3. Glocalization**
- 4. A Fragile Trust**
- 5. Technology Changes Everything**
- 6. The “M” Word**



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ADVOCACY

SERVI

Advancement Services

Resources

ETHICS

INTEGRITY

INFLUENCE

Recognition

CASE

COMPENSATION SURVEY

Key Factors Influencing Salary:

1. Years in advancement ◀
2. Level of management responsibility ◀
3. Age
4. Advancement discipline ◀
5. Education
6. Sex ◀



ADVOCACY

SERV

Advancement Services

Resources

ETHICS

INTEGRITY

INTEGRITY

CASE

COMPENSATION SURVEY

2002

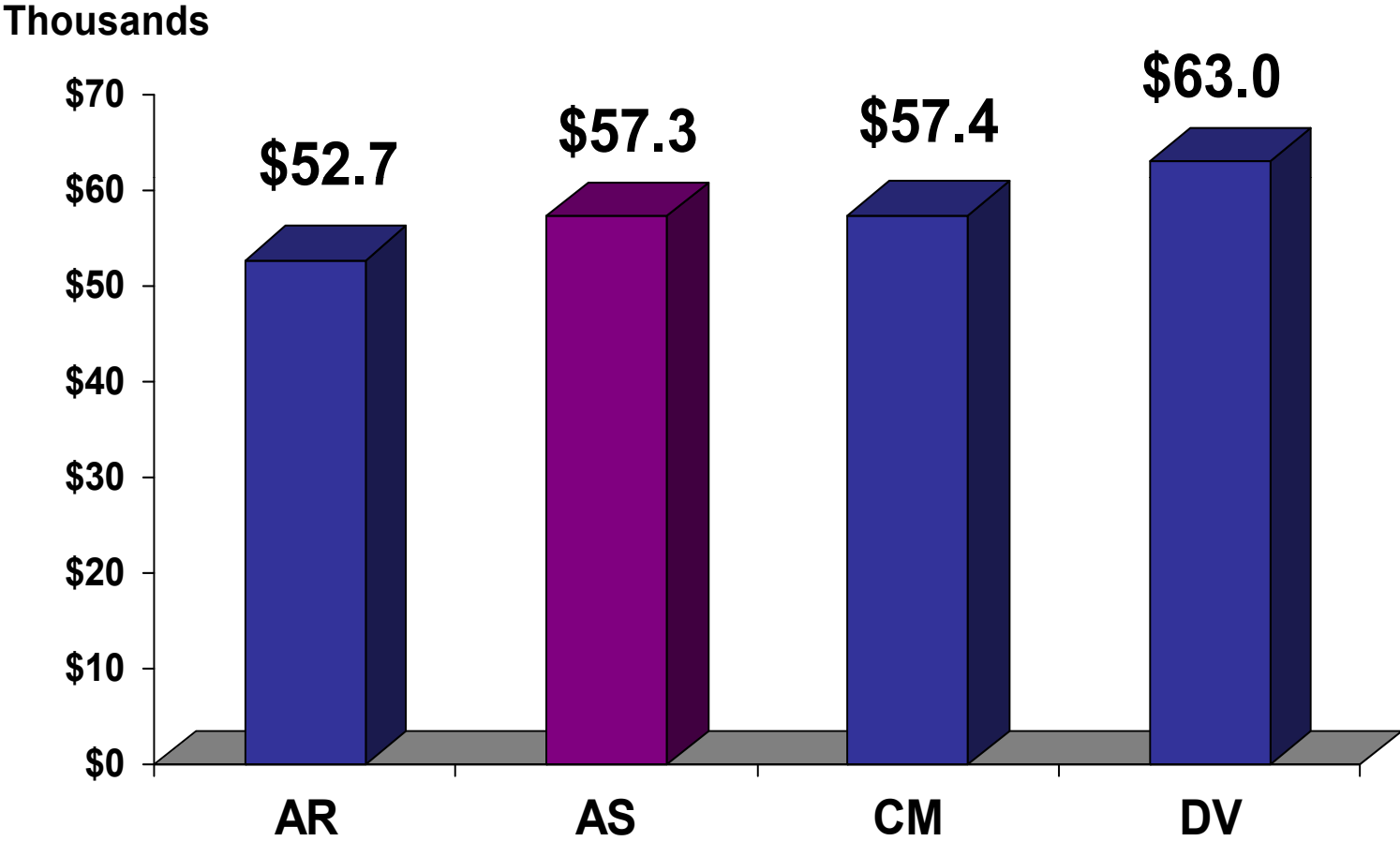
- Lowest paid of four disciplines
- 7% of respondents work in AS

2005

- Tied for second highest salaries
- 9% of respondents work solely in AS, another 14% have multiple responsibilities including AS

COMPENSATION SURVEY

Average Salary by Discipline



ADVOCACY

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Advancement Services

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ETHICS

INTEGRITY

INCLUSIVENESS

Recognition

CASE

COMPENSATION SURVEY

Average Salary by Discipline



ADV. SVCS. SALARIES

- **All areas**
- **Administrative support**
- **Biographical record maintenance**
- **Budget and finance**
- **Customer service**
- **Donor relations/donor stewardship**
- **Gift accounting and reporting**
- **Gift processing**
- **Information technology/ systems/ database support**
- **Matching gifts**
- **Online services**
- **Overall management**
- **Proposal/grant writing**
- **Prospect research**
- **Special events**
- **Other area**

ADVOCACY

SERV

Advancement Services

Resources

ETHICS

INTEGRITY

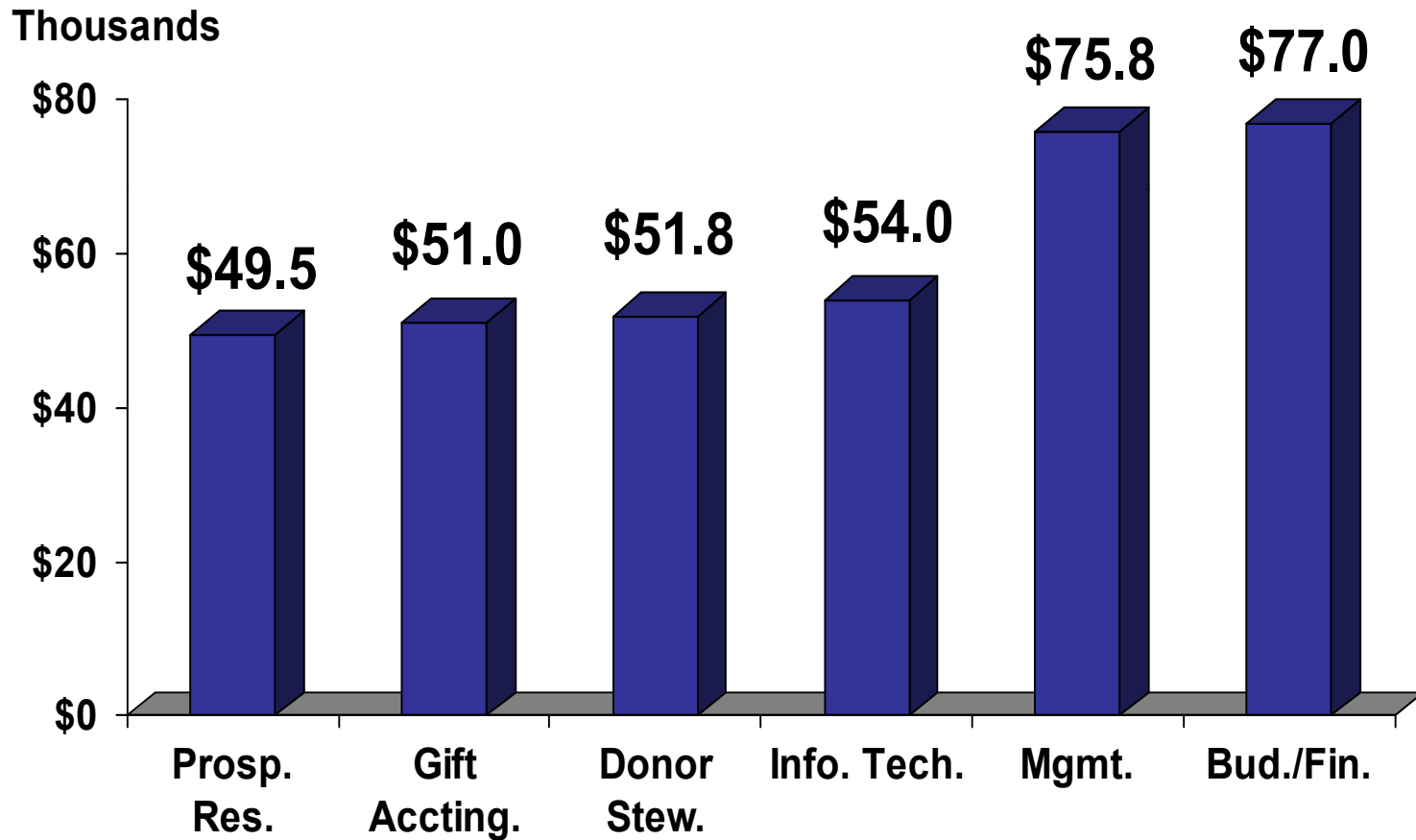
INCLUSIVENESS

Recognition



ADV. SVCS. SALARIES

Average Salary by Subdiscipline



ADVOCACY

SERVI

Advancement Services

Resources

ETHICS

INTEGRITY

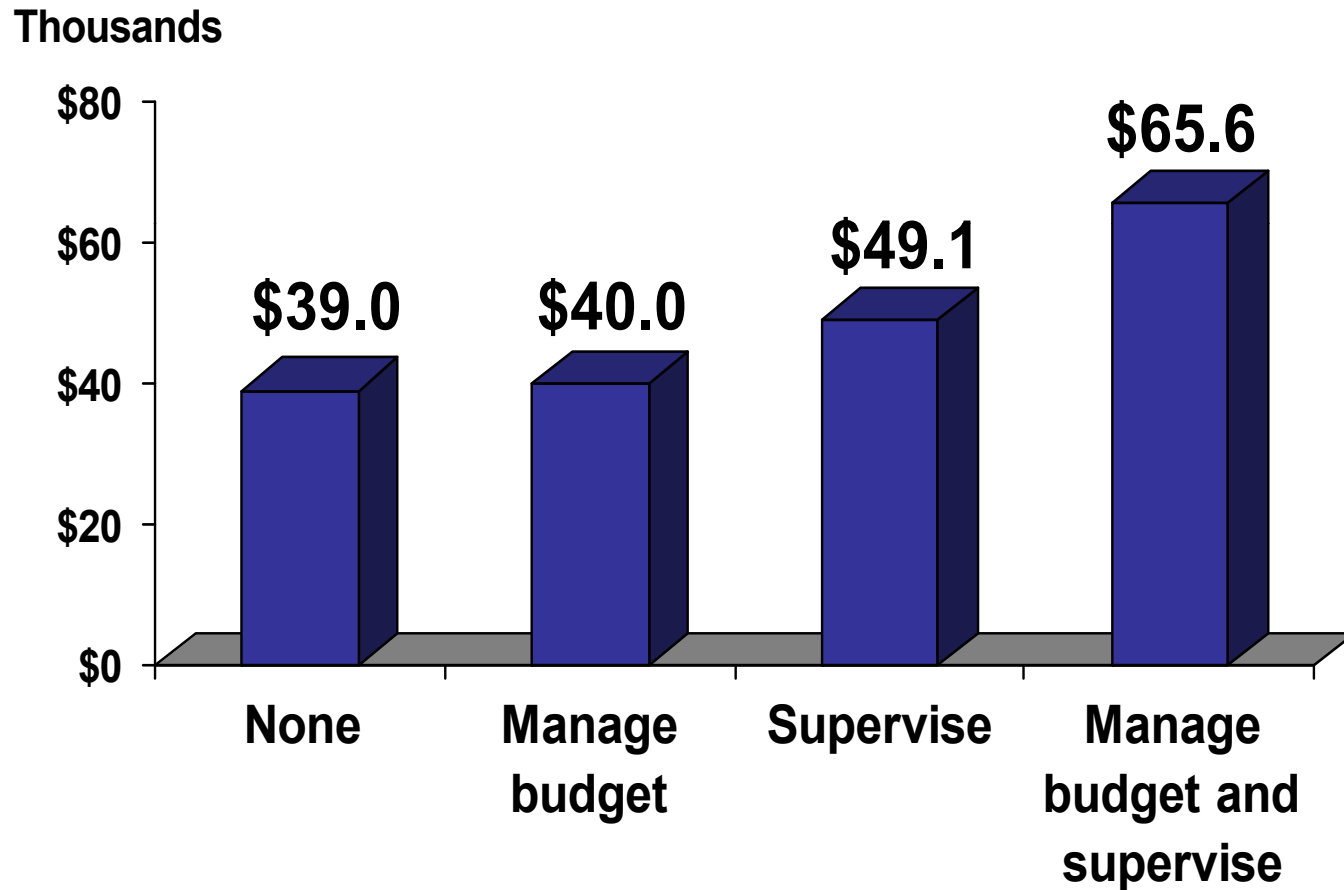
INCLUSIVENESS

Recognition

CASE

ADV. SVCS. SALARIES

Avg. Salary by Level of Management Resp.



ADVOCACY

SERVICES

Advancement Services

Resources

ETHICS

INTEGRITY

INCLUSIVENESS

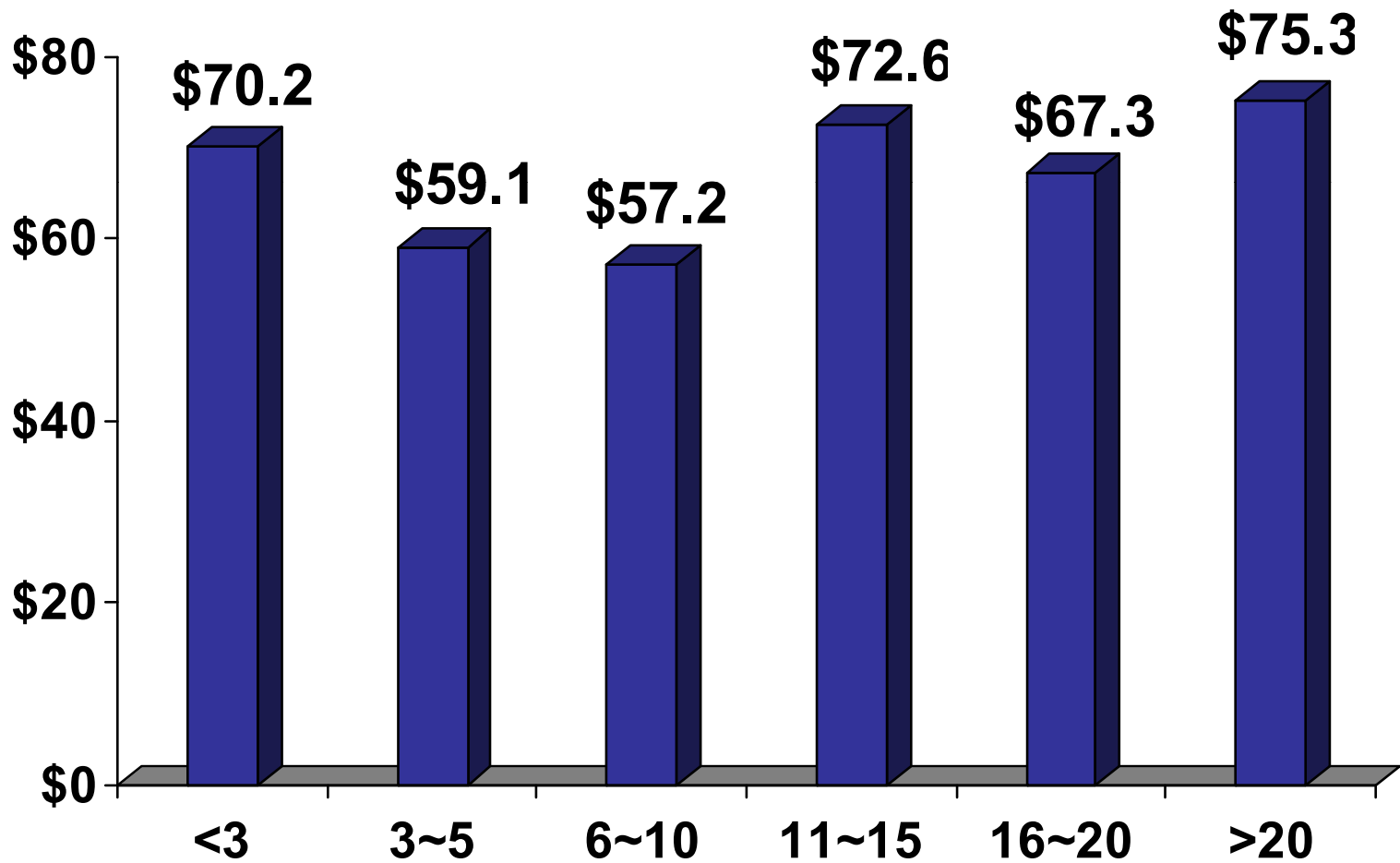
Recognition

CASE

ADV. SVCS. SALARIES

Avg. Salary of Managers by Yrs. in Advancement

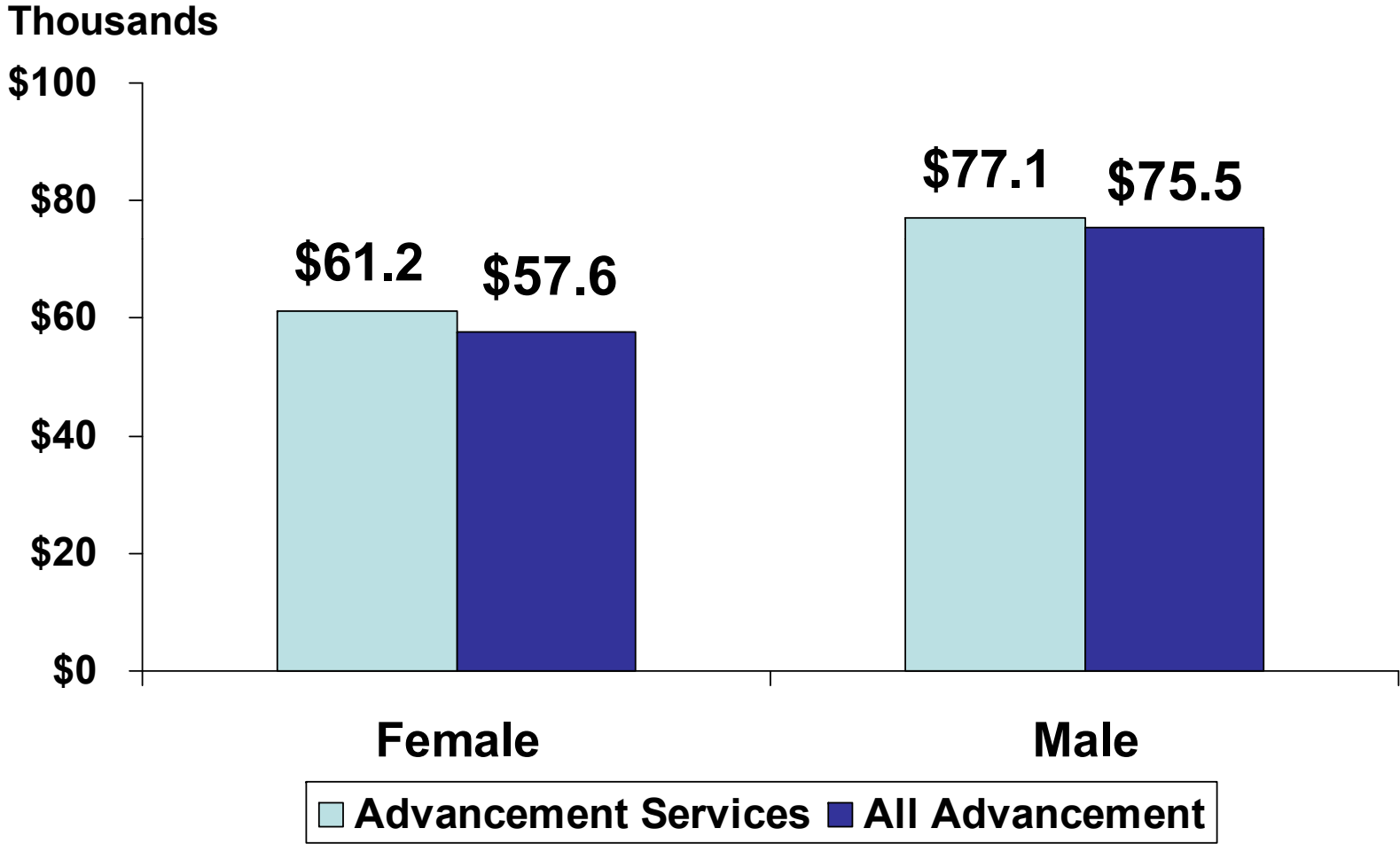
Thousands



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

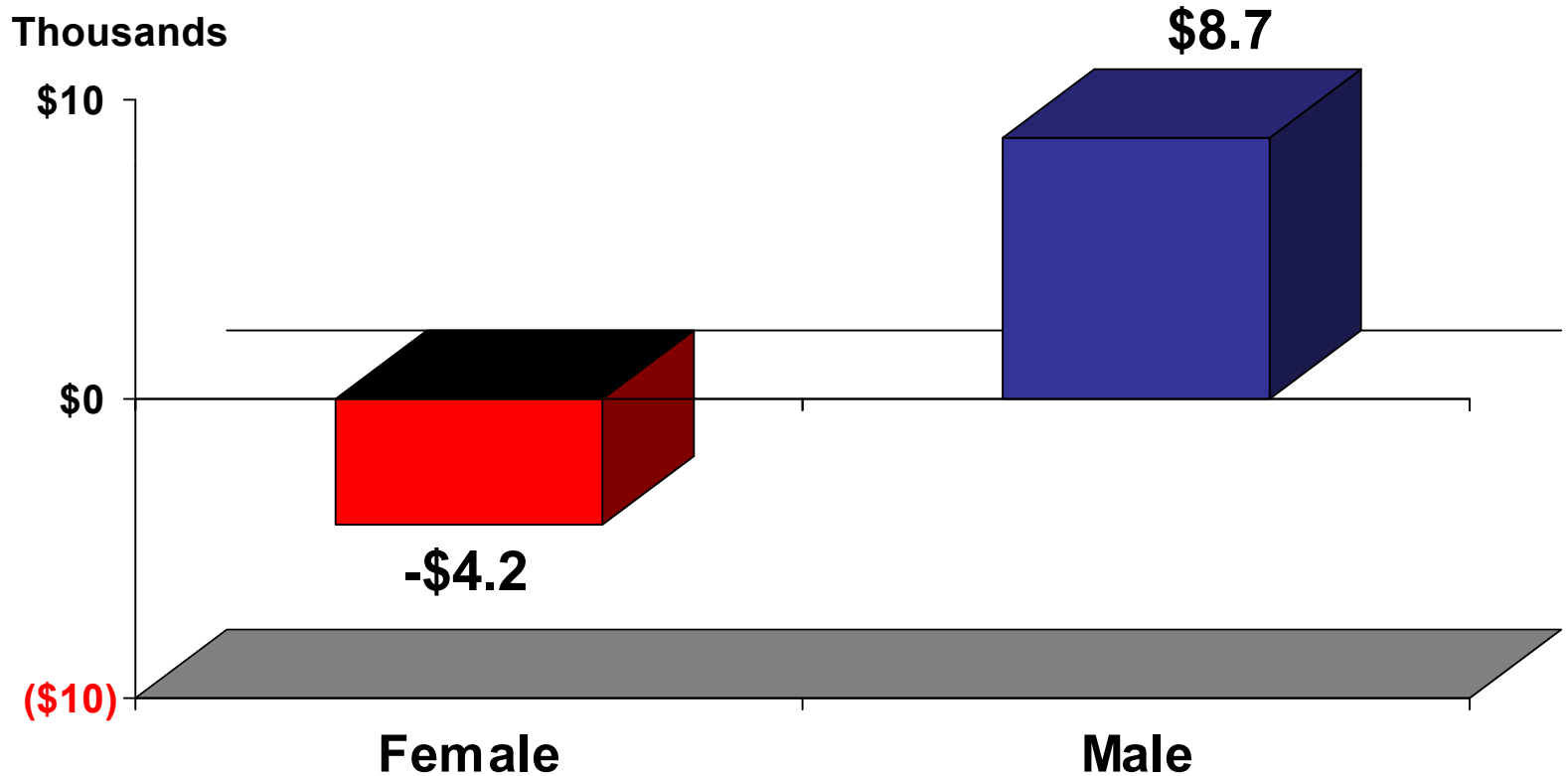
SALARIES AND SEX

Average Salary by Sex



ALL ADV. SALARIES

Salary Gap Adjusted for Other Factors





Advancement Trends

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More Is Not Enough

THE COMPETITION BUILDS

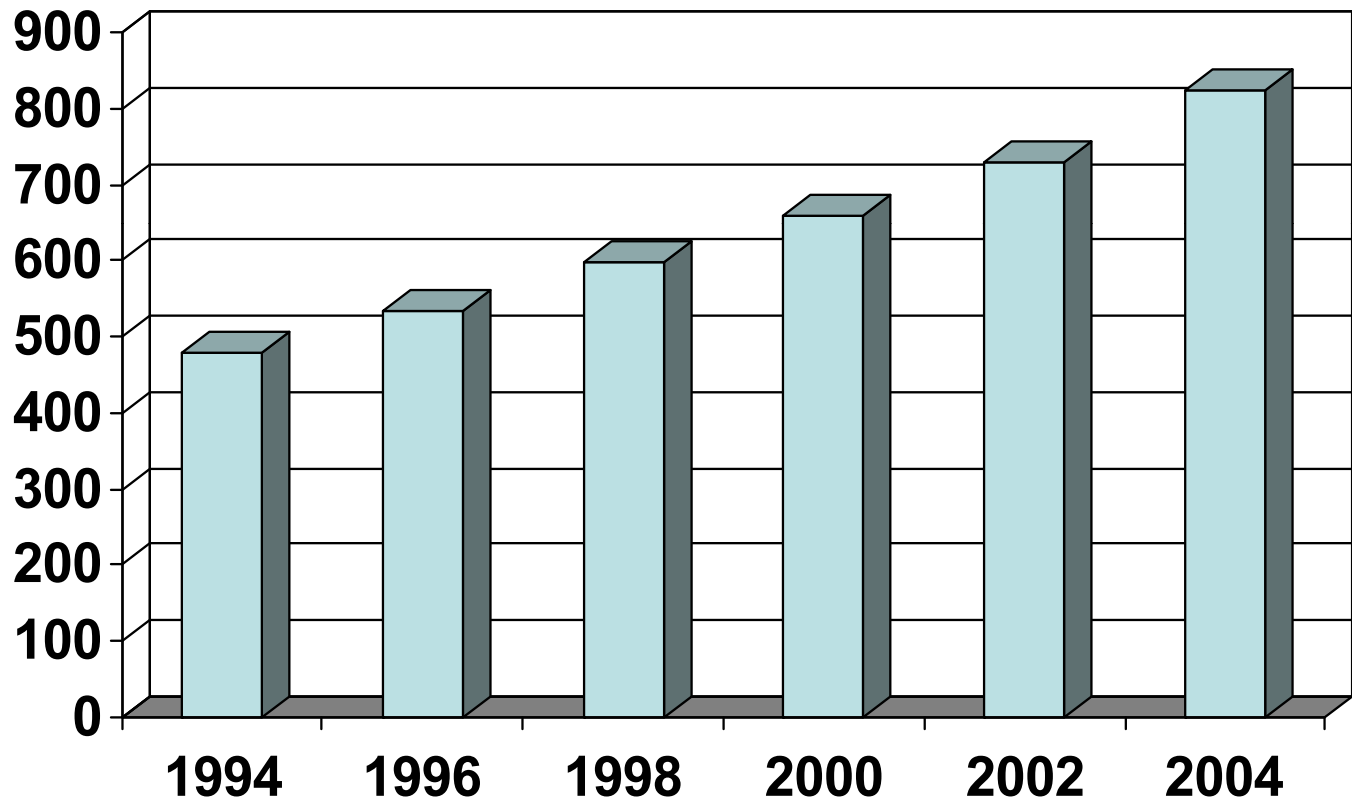
- **For dollars**
- **For reputation**
- **For attention**
- **For time**

CASE

More Is Not Enough

PUBLIC CHARITIES IN U.S.

Thousands



Source: National Center for Charitable Statistics, et al.

CASE

More Is Not Enough

LET THE CAMPAIGNS BEGIN

1958 – \$100 million campaign

1974 – \$500 million campaign

1987 – \$1 billion campaign

1990 – \$2 billion campaign

2004 – \$3 billion campaign

2006 – \$5 billion campaign?

CASE

TRANSFER OF WEALTH

We will experience an intergenerational transfer of wealth during the first half of the century ranging from \$41 to \$136 trillion.

Havens and Schervish, 2003

More Is Not Enough

THE COMPETITION BUILDS

- For dollars
- For reputation
- For attention
- For time

CASE

US NEWS & WORLD REPORT

Our analyses indicate that a less favorable [USN&WR] rank leads an institution to accept a greater percentage of its applicants, a smaller percentage of its admitted applicants matriculate, and the resulting entering class is of lower quality...

**National Bureau of Economic Research in Change,
Nov./Dec. 1999**

US NEWS & WORLD REPORT

Rankings Criteria

- Peer Assessment: **25%**
- Retention: **20%** (national/liberal arts)
25% (master's/comprehensive)
- Faculty resources: **20 %**
- Student selectivity: **15%**
- Financial resources: **10%**
- Graduation rate: **5%** (national/liberal arts)
- Alumni giving: **5%**

More Is Not Enough

THE COMPETITION BUILDS

- For dollars
- For reputation
- For attention
- For time

CASE

COMPETITION FOR ATTENTION

In the 1960s, an advertiser could reach 80% of U.S. women with a spot aired simultaneously on CBS, NBC, and ABC. Today, an ad would have to run on 100 TV channels to have a prayer of duplicating this feat.

Business Week, July 12, 2004

COMPETITION FOR ATTENTION

The world's total yearly production of print, film, optical, and magnetic content would require roughly 1.5 billion gigabytes of storage. This is the equivalent of 250 megabytes per person for each man, woman, and child on earth.

**School of Information Management and Systems
UC Berkeley, 2000**

More Is Not Enough

THE COMPETITION BUILDS

- For dollars
- For reputation
- For attention
- For time

CASE

NO TIME LIKE THE PRESENT

“The share of men putting in 50 hours or more [at work] rose from 21 percent in 1970 to almost 27 percent in 2000, while the share of working women putting in these long work weeks rose from 5 to 11 percent.”

**Context magazine, published by the
American Sociological Association,
fall 2004**

More Is Not Enough

ADVOCACY
Professional
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INTEGRITY
INTELLIGENCE
Recognition

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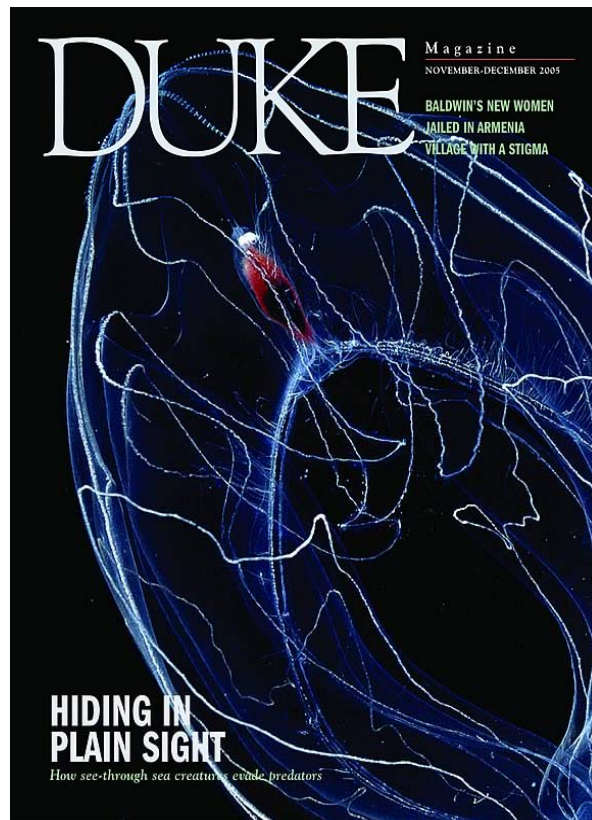
NEW DEMANDS/OLD DEMANDS



700-604137 © Russell Monk / Masterfile www.masterfile.com

More Is Not Enough

WEB PRESS AND WEB SITE



CASE

CHECKS AND CLICKS

DUKE UNIVERSITY Make a Gift

Duke University and Duke University Health System are grateful for your support and want giving to Duke to be convenient and easy for you.

Visit the [Duke University Development](#) and the [Alumni & Development Records](#) web sites for more information. For specific questions regarding the processing of your gift contact the Alumni & Development Records Office via e-mail at gifts2duke@duke.edu or via telephone at (919) 684-2338.

Other methods of giving to Duke include: [Stock/Securities](#), [Wire Transfer](#), [Electronic Bank Drafts](#), [Personal Property or Real Estate](#). For a complete list visit How to Make a Gift to Duke - (link - <http://www.adr.duke.edu/howto.cfm>).

Make your gift to Duke online by completing sections 1 through 4 on the form below.

Fields marked with asterisks (*) are required.

1 Personal Information

Salutation:	<input type="text"/>	(eg. Mr, Ms, Dr)
First Name* :	<input type="text"/>	
Middle Name:	<input type="text"/>	
Last Name* :	<input type="text"/>	
Home Address 1*:	<input type="text"/>	
Home Address 2:	<input type="text"/>	
City*:	<input type="text"/>	

Done

CHECKS AND CLICKS

Network for Good. Welcome to Network for Good. [Sign in](#) to access your profile. New? [Start here.](#) [help](#) | [view cart](#) | [login](#)

are you a nonprofit?

HOME DONATE VOLUNTEER CRISIS RELIEF MY PROFILE Short Cuts GO

find any charity

I want to donate.
 I want to volunteer.

Keywords

Charity Name

State
 Select a state

[search](#) [Search Tips](#) [Advanced Search](#)

Powered by [GuideStar](#) and [VolunteerMatch](#)

support a cause

[Animals & Environment](#)
[Arts & Culture](#)
[Civic & Community](#)
[Education & Research](#)
[Health](#)
[Human Services](#)
[International](#)
[Religion](#)

1040 tax tips
 Find answers to common questions about charity and tax deductions in the Network for Good Tax Guide.
[learn more](#)

hot topics
 Check out ways you can have a direct impact on important causes in the news like [diabetes](#), [energy use](#) and [HIV and AIDS](#).
[learn more](#)

give monthly
 Put your refund to work by setting up a monthly donation; make a difference for your favorite charity and also get a tax benefit in '06.
[donate](#)



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REACHING BEYOND BORDERS

Call it the globalization of giving universities are now competing for private contributions all over the world. They are reaching out to alumni living abroad, foreign undergraduates and their often well-to-do families, and wealthy “admirers”

**Philadelphia Inquirer,
Nov. 15, 2005**

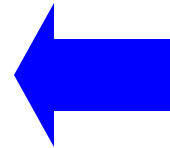
ADVANCEMENT WORLDWIDE

CASE in Point:

- **Europe**
- **Canada**
- **South Africa**
- **Australia**
- **Mexico**
- **Singapore**

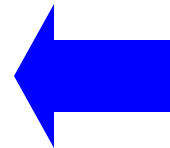
GIANT SUCKING SOUND

**London School
of Economics**



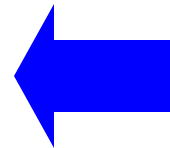
**Johns Hopkins
University**

**University of
Durham**



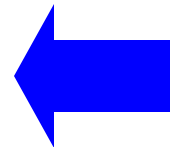
**Santa Clara
University**

**University of
Oxford**



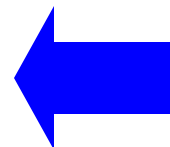
**University of
Toronto**

**Edinburgh
University**



**University of New
Hampshire**

**University of
Warwick**



**Washington
University**

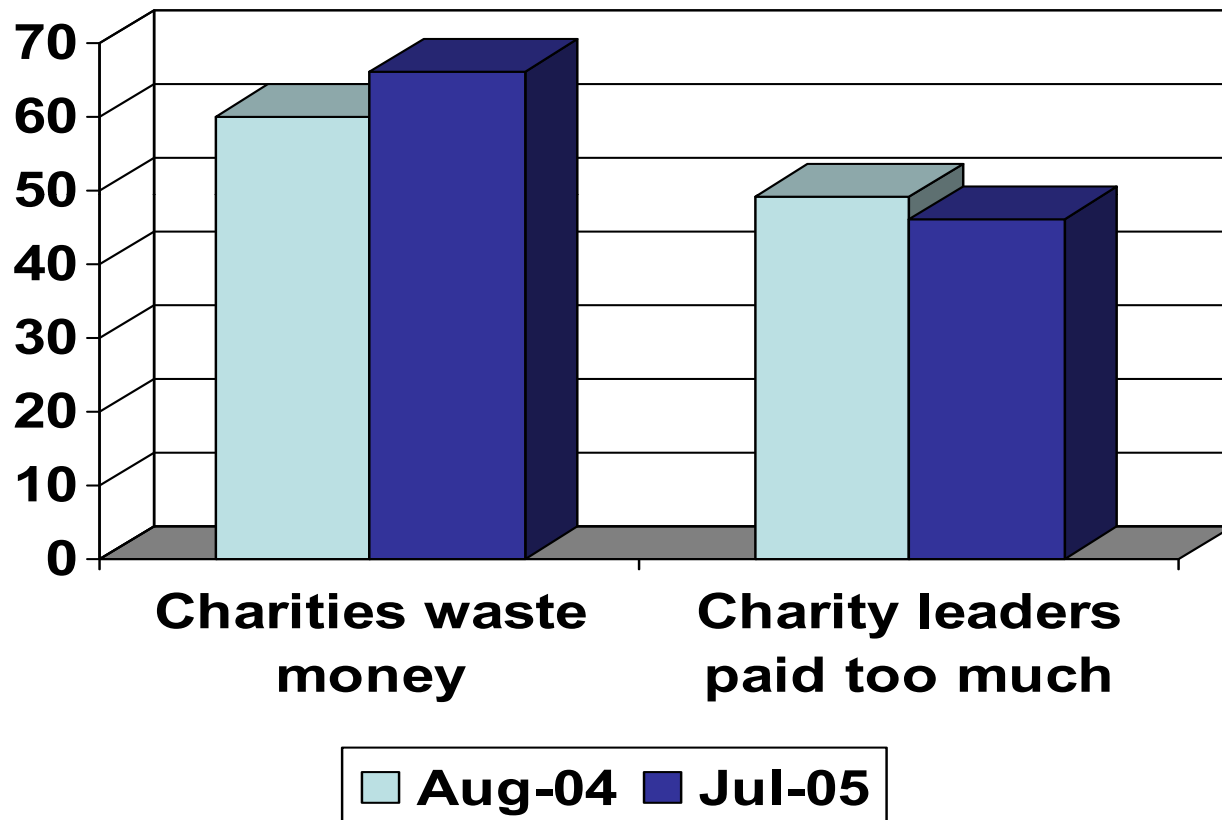


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A CHARITABLE VIEW

Confidence in Charitable Organizations



Source: Paul Light, NYU Wagner School of Public Service

PUBLIC CONFRONTATION

It's National Philanthropy Day, do you know where your money is?

op-ed by William Robertson, Nov. 14, 2003

Americans Don't Want Gifts Used for Purposes They Haven't Approved, New Poll Finds

*story about poll commissioned by Robertson family
The Chronicle of Philanthropy, Dec. 12, 2005*

FEDS GO AFTER COLLEGE

... such actions raise significant questions about what other things a charity that has such a cavalier attitude toward the tax laws might be doing, especially in light of escalating tuition increases.

Letter from Sen. Charles E. Grassley to the acting chair of the American University board, Oct. 27, 2005

FEDS GO AFTER COLLEGE

- **Higher Education Reauthorization**
- **Cost Controls**
- **Accreditation**
- **Privacy**
- **Proprietary Institutions**
- **Transfer of Credit**
- **Regulation of Charities**

WHOSE BENEFIT IS IT ANYWAY?

- **State funding continues to lag behind cost increases**
- **Chronicle of Higher Ed Survey: 63% said students and families should pay largest share**
- **Solutions for our Future: The American public understands the personal, but not the societal, benefits of higher education**

WHAT IS A CHARITY?

All these nonprofits like hospitals and universities should be paying taxes, because we're paying for them, and they get the money.

I wouldn't so much agree with [the] hospital [being considered a non-profit]. They are pretty much big business, as well as the universities.

**Focus group participants cited in
"The Charitable Impulse" report from Public Agenda, 2005**

WHAT IS A CHARITY?

The average university spent 4.8 percent of its endowment on its operations last year ... but its return on investments increased 14.7 percent.

“What is a Charity?,” The New York Times, Nov. 14, 2005



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ADVOCACY

SERVICE

Technology

Professional

Resources

ETHICS

INTEGRITY

INFLUENCE

Recognition

CASE

HEGEL'S LAW OF TRANSFORMATION



Quantitative change yields qualitative change...

The abundance of communications technology changes the very nature of communication.

ADVOCACY

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CASE

COMMUNICATIONS 101

Press agency

Organization → Media → Audience

Public Information

Organization → Audience

Two-way asymmetric (persuasion)

Research → Organization → Audience

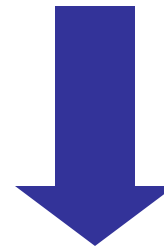


Two-way Symmetric (understanding)

Organization ↔ Stakeholders

COMMUNICATIONS 102

Senders and Receivers



**Hunters and Gatherers
(and self-publishers)**

PODCASTING



ADVOCACY
Professional
SERVIC
Resources
ETHICS
INTEGRITY
INFLUENTIAL
Recognition
Technology
CASE

PODCASTING

PEOPLE/WEB SEARCH | CALENDARS | UVA MAPS | A-Z INDEX | UNIVERSITY OF VIRGINIA

UNIVERSITY OF VIRGINIA
PODCASTS & WEBCASTS

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FEATURED EVENTS

U.Va's Legislative Forum for the 2006 General Assembly Session

12/21/05 - President John Casteen moderates a panel of Central Virginia legislators who share their views on issues facing the 2006 General Assembly. Delegates Steve Landes (R-25) and Rob Bell (R-58) are joined by Delegate-elect David Toscano (D-57) for the presentation, which concludes with questions from the audience.

[Listen To Audio Now \(Flash Player\)](#) [Right Click To Download This Audio File \(MP3\)*](#)

Miller Center Announces New Director



12/16/05 - University of Virginia President John T. Casteen III, has named former Virginia Governor Gerald L. Baliles director of the Miller Center of Public Affairs. Baliles will be the Miller Center's fifth director.

[Listen To Audio Now \(Flash Player\)](#) [Right Click To Download This Audio File \(MP3\)*](#)
 [Read About this Event](#)

American Democracy Conference 2005 - The Declining Bush Mandate



12/1/05 - A panel of experts discuss the political fortunes of President George W. Bush. Larry Sabato of the U.Va Center for Politics moderates a panel including Fred Barnes of Fox News, Carl Cannon of the *National Journal*, Rosiland Jordan of NBC News and Susan Page of *USA Today*.

[Listen To Audio Now \(Flash Player\)](#) [Right Click To Download This Audio File \(MP3\)*](#)

American Democracy Conference 2005 - The 2006 Midterms

Search

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 - September 2005
 - August 2005
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- Academic Lectures
 - Alumni Engagement/Fundraising
 - Arts/Culture
 - Diversity
 - Government/Politics
 - Health/Medicine
 - History
 - Literature

WIKIS

The screenshot shows the Wikipedia article for the University of Alabama. At the top, there are tabs for 'article', 'discussion', 'edit this page', and 'history'. A notice at the top right says 'Please read Wikipedia founder Jimmy Wales's personal appeal.' The main heading is 'University of Alabama'. Below it, a text box states: 'From Wikipedia, the free encyclopedia.' The article text begins: 'The **University of Alabama** (also known as **Alabama**, **UA**, or colloquially as **Bama**) is a public coeducational university located in [Tuscaloosa, Alabama](#). Founded in 1831, UA is the flagship campus of the [University of Alabama System](#). ^{in Tuscaloosa, Alabama} it is often called the **Capstone**. UA is the senior doctoral university in the state. Today, it is one of the state's three major research universities, along with academic and athletic rival [Auburn University](#) and the much younger [University of Alabama at Birmingham \(UAB\)](#). Alabama offers programs of study in 12 academic divisions leading to [Bachelor's](#), [Master's](#), [Education Specialist](#), and [doctoral](#) degrees. The only publicly-supported [law school](#) in Alabama is at UA. (The [Cumberland School of Law](#) at [Samford University](#) in [Birmingham](#) is the state's only other [ABA-accredited law school](#).) Other academic programs unavailable elsewhere in Alabama include doctoral programs in [anthropology](#), library and information studies, [music](#), [Romance languages](#), and [social work](#). As of fall 2005, Alabama has an enrollment of more than 21,750 students and its president is [Dr. Robert Witt](#).' To the right of the text is an infobox for the University of Alabama, featuring its seal and a table of key facts:

Established	1831
School type	Public University
President	Robert Witt
Location	Tuscaloosa, Ala.
Enrollment	21,750
Faculty	1,122
Campus	Urban (Small City)
Nickname	Crimson Tide
Athletics	15 Varsity Sports 16 Club Sports
Conference	Southeastern (NCAA Division I)

 The left sidebar contains navigation links like 'Main Page', 'Community Portal', and a search box. A 'Contents' table of contents is also visible below the main text.

WIKIS

WSO/WIKI MAIN PAGE | ABOUT | HELP | FAQ | SPECIAL PAGES | LOG IN

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Main Page
 From wso/wiki

Announcement, Dec. 2: the [Wiki board](#) has been selected.

The wiki belongs to you. Feel free to use it to post information about some aspect of [Williams College](#), or at least information that some Williams students will probably find useful. To make any edits, you'll need to log in with your OIT or WSO account. If you are in an especially helpful mood, consider starting one of the [most wanted articles](#).

Below are non-trivial pages of interest. You can add to this list, or in fact edit any page on the wiki, by clicking "Edit this page" (at the bottom). [\[edit\]](#)

People

- [Students with Language Skills](#)
- [Students with Body Skills](#)
- [Students with Automotive Skills](#)
- [Students with Computer Skills](#)
- [Students with Other Skills](#)
- [Your Mom](#)
- [My Dad](#)
- [The Cow](#)
- [Relationships](#)
- [Ephs at War](#)

Academics

- [Winter Study](#)
- [Easy classes](#)

[\[edit\]](#)

Done

BLOGS

Randolph-Macon College
Ashland, Virginia
175 Years 1830-2005

[Home](#) [Prospective Students](#) [Current Students](#) [Faculty & Staff](#) [Alumni & Friends](#)

REAL Students

Believe in the Moment of Connection

[Send-to-a-Friend](#)

Current Students :

- [About R-MC](#)
- [Academics](#)
- [Athletics](#)
- [Career Planning](#)
- [College Mission](#)
- [Dean of Students](#)
- [Financial Aid](#)
- [First-Year Experience](#)
- [Incoming Class Profile](#)
- [Macon Web](#)
- [Orientation](#)
- [Residence Life](#)
- [Student Life](#)
- [Overview](#)

Things To Do At R-MC

Things To Do In Richmond

New Student Orientation

Real Students. Real Stories. Real Life at Randolph-Macon.

Current R-MC Students Share Their Blogs

So what is everyday life at R-MC really like? Find out from the source! Three R-MC students will be blogging about life at R-MC throughout the school year, giving you an insider view into their on-campus world. Read their posts. Get to know Erin, Luke, and Krista. Get to know Randolph-Macon!

Luke's Recent Posts:

1/19/2006 =

J-term is winding down. I've got a test tomorrow (which was pushed back from 9 to 10, which = extra hour of sleep, which = awesome).
[\[Read more from this post\]](#)

1/9/2006 **Play term?**

J-term: it's a win-win for everybody. J-term presents the opportunity to either A) travel somewhere cool, B) get an internship somewhere cool, or C) take one class and get A LOT of free time.
[\[Read more from this post\]](#)

Luke Fawcett

[RSS 0.91](#)
[+ MY Yahoo!](#)

REALLY SIMPLE SYNDICATION

file:///C:/Documents%20and%20Settings/lippincott/Application%20Data/Mozilla/Firefox/Profiles/gjp5wtp2.default/chro Go

Council for Advancement and Support of Education - E-Headlines

for March 30, 2005

- ### 1. Group Seeks Resignation of Columbia University President - New York Times

As Columbia University awaits a report on charges of intimidation of Jewish students in classes in Middle East studies, a small group of graduate students began circulating a petition yesterday calling for the resignation of Columbia's president, Lee C. Bollinger, because he "failed to defend our faculty, thereby nurturing an environment of fear and intimidation throughout the university." Last week, in a speech to the New York City Bar Association, Mr. Bollinger said that academic freedom had some limits when it came to the classroom and that when there were lapses, they should not be "accepted without consequences."
- ### 2. College Faculties A Most Liberal Lot, Study Finds - Washington Post

College faculties, long assumed to be a liberal bastion, lean further to the left than even the most conspiratorial conservatives might have imagined, a new study says. By their own description, 72 percent of those teaching at American universities and colleges are liberal and 15 percent are conservative, says the study being published this week. The imbalance is almost as striking in partisan terms, with 50 percent of the faculty members surveyed identifying themselves as Democrats and 11 percent as Republicans. The disparity is even more pronounced at the most elite schools, where, according to the study, 87 percent of faculty are liberal and 13 percent are conservative.
- ### 3. Protection for Title IX Whistleblowers - Inside Higher Ed

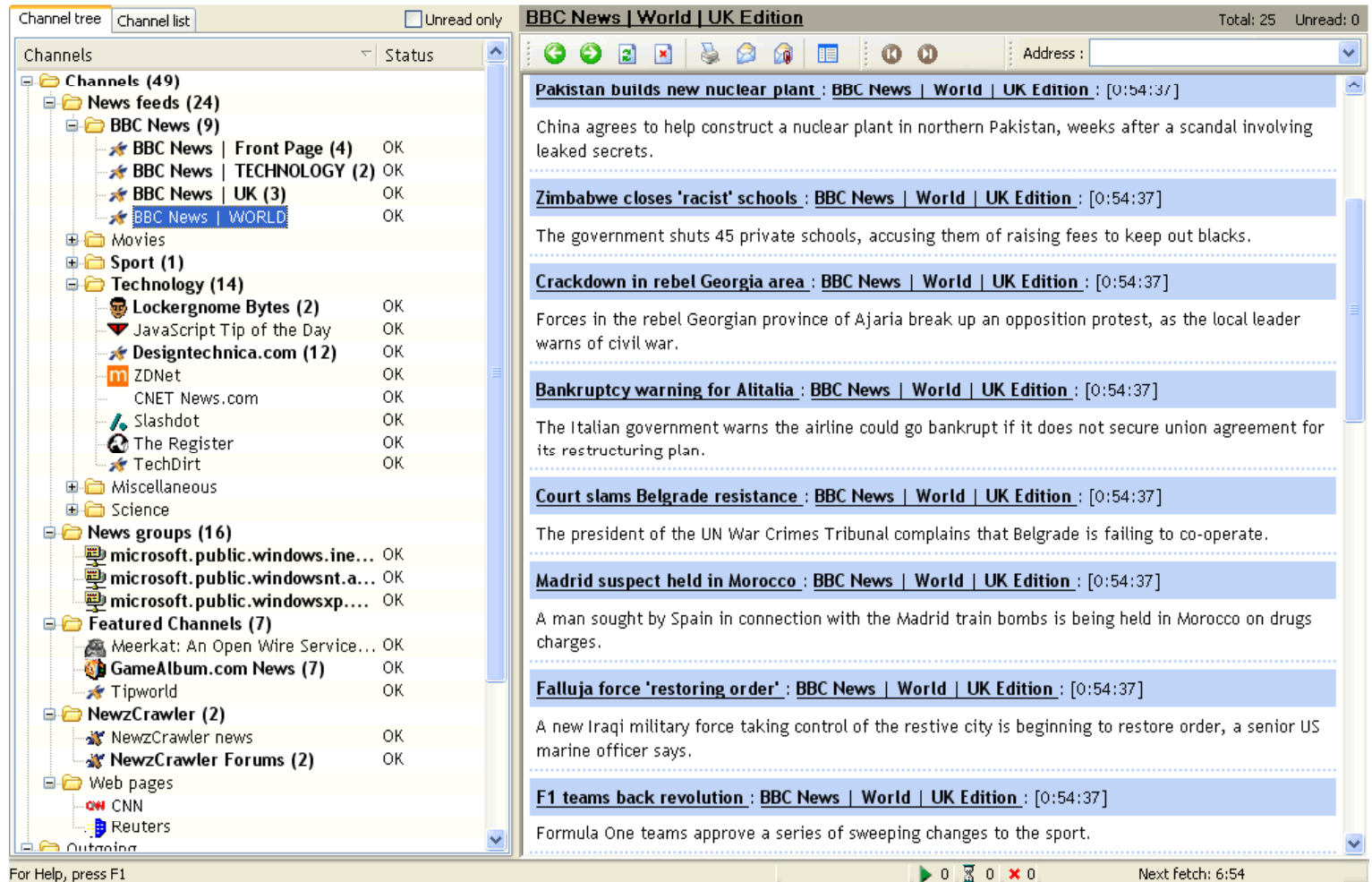
After a loss in the executive branch, supporters of women's sports received a big win in the nation's highest court. Two weeks after the U.S. Education Department issued guidelines that were widely perceived to undermine Title IX enforcement, a deeply divided U.S. Supreme Court ruled Tuesday that individuals who bring complaints about sex discrimination under Title IX can seek damages from colleges or schools that retaliate against them for blowing the whistle. Title IX bars educational institutions that receive federal funds from discriminating on the basis of gender.
- ### 4. America's best collegiate athletes often not American - Christian Science Monitor

When swimmer Ryk Neethling powered South Africa's Olympic relay team to an unprecedented gold medal in Athens last summer, the Americans were surprised, to say the least. Except for US assistant coach Frank Busch. "We'd talked about it for a long time.... Emotionally, it was an incredible experience," he recalls. As a teenager, Mr. Neethling had been recruited by Mr. Busch to attend the University of Arizona, where he competed on a generous scholarship - courtesy of the state's taxpayers. In fact, with three of South Africa's four relay medalists having attended Arizona, the school could go into the business of franchising global Olympic athletes. In some ways, they already have - and they're not alone.
- ### 5. Economic Imperative: Faced with a changing job market and New England's lowest college-attendance rate, Maine is taking new stock of its "second tier" students - Education Week

The signals had been there for years. Task force reports and researchers all predicted it. Then, in the late 1990s, the economic collapse in this blue-collar region of central Maine began. First, the Cascade Co. closed its textile mill. Then the C.F. Hathaway Co. shut down, and Dumont Industries followed suit soon after. Several stores and other businesses also shut their doors around the same time. All told, about 1,200 well-paying jobs disappeared between 1997 and 2002. Just as troubling, though, was another stubborn fact: Many of the state's youngest workers were not well prepared for the changing job market.
- ### 6. An Ivy Stepladder - Time Magazine

Roy Guzman found himself in an educational no-man's-land. A bright, industrious teen who came to Miami from Honduras nine years ago, he scored well enough on his SAT that he was being recruited by Stanford University. But despite the tuition aid he could have received, Guzman felt that he and his family weren't ready for the heavy financial burden of four years at a prestigious college. And despite his good grades, Guzman was worried that he wasn't ready academically either. But just as he was about to delay college and join the Marines, Guzman heard that Miami Dade College, one of the largest community colleges in the U.S., had created an honors college offering an advanced, university-level core curriculum that would allow him to fine-tune his skills and do it without having to pay Stanford's \$29,847 tuition. Guzman has taken advantage of the fact that community colleges--the democratic, blue-collar institutions of U.S. higher education in the 20th century--are trying on more upscale caps and gowns in the 21st.

AGGREGATORS



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INFLUENCE

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CASE

FACEBOOK

The screenshot shows a Facebook profile for Areg Maghakian. The page layout includes a navigation bar at the top with the Facebook logo and links for login, register, about, and help. Below the navigation bar is the profile header with the name 'Areg Maghakian's Profile' and a user ID 'AUP'. On the left side, there is a login and registration form with fields for 'E-mail' and 'Password', and buttons for 'Login' and 'Register'. The main content area is divided into sections: 'Information', 'Account Info', 'Basic Info', and 'Personal Info'. The 'Account Info' section lists the name 'Areg Maghakian', member since date 'May 11, 2005', and last update date 'December 28, 2005'. The 'Basic Info' section lists geography 'San Francisco, CA', school 'AUP '05', status 'Alumnus/Alumna', sex 'Male', concentration 'International Business Administration', birthday '05/23/82', home town 'Escondido, CA', and high school 'Fort Collins High School '00'. The 'Personal Info' section lists 'Looking For' as 'Whatever I can get', 'Interested In' as 'Women', 'Relationship Status' as 'Single', 'Political Views' as 'Liberal', 'Interests' as 'Life, writing, reading, people', and 'Favorite Music' as a list of bands including M83, System of a Down, Radiohead, Thievery Corporation, Massive Attack, Chemical Brothers, Godspeed You! Black Emperor, Explosions in the Sky, Kruder and Dorfmeister, Sigur Ros, The Doors, Arcade Fire, A Silver Mt Zion, Air, Arkestra One, Federico Aubele, Bob Marley, Dead Prez, Mos Def, Rouben, Leftfield, Molotov, Mano Negra, Manu Chao, Orbital, Orb, Primal Scream, Rjd2, Eluvium, Sufjan Stevens. The 'Favorite TV Shows' section lists 'Family guy, Futurama, The Simpsons, Sportscenter' and the 'Favorite Movies' section lists 'Office Space, Blood Sport, Boondock Saints, You me and everyone we know, Life Aquatic, any Baz Luhrman or Aronofsky films, Love 80's movies with cool montages, Boondock Saints, Sin City, War flicks, It's a pretty crappy list.' Below the profile picture, there are links for 'View More Photos of Areg (28)', 'Send Areg a Message', 'Poke Him!', and 'Add Areg as a Friend'. The browser status bar at the bottom shows 'Done'.

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FACEBOOK

If you have access to a school alumni email address, then you can easily register for and use Facebook. Currently we require that everybody register with a valid school-affiliated email address... and we are looking into other methods for confirming school alumni status.

Facebook 2005



Advancement Trends

1. Rise of Advancement Services
2. More Is Not Enough
3. Glocalization
4. A Fragile Trust
5. Technology Changes Everything
6. **The “M” Word**

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The “M” Word

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BECKWITH RULES

- **Marketing is not a department.**
- **To broaden your appeal, narrow your position.**
- **People hear what they see.**
- **You are competing with Walt Disney...**

Harry Beckwith, *Selling the Invisible*

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THREE KEY PRINCIPLES

- **Segmentation**
- **Engagement**
- **Demographics**

GENERATIONAL MARKETS

	Boomers	Xers	Millennials
Perspective on Work	Career	Job	Must have meaning
Communication	Diplomatic	Blunt	Questioning
Approval	Seek validation	Indifferent	Expect attention
Perspective on Future	A better world	Survival	Sky's the limit

Sources: **Rocking The Ages: The Yankelovich Report on Generational Marketing**
 Marilee Jones, MIT Dean of Admissions

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PERMISSION MARKETING

"The future of marketing will be much more oriented to permission marketing -- marketing plans and advertising so relevant that it is welcomed by consumers..." Stengel says.

Business Week, July 12, 2004

ADVOCACY

The "M" Word

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NORMAL NO MORE

As levels of affluence rose markedly in the 1970s and 1980s, status was redefined. "From the consumer point of view," says McDonald's Light, "we've had a change from 'I want to be normal' to 'I want to be special.'"

Business Week, July 12, 2004

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ENGAGING BOOMERS

Low estimate of the total amount expected to be given to charity between 1998-2017 as baby boomers inherit the wealth amassed by their parents: \$1.7 trillion.

From Looking Out for the Future,
www.futureofphilanthropy.org, 2005

Charitable Giving from Boomers Rising: Instead of Writing Checks, Group is Hands-On, Creating Own Foundations

Headline from AP story in The Wilmington (Del.)
News Journal, March 28, 2004

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VENTURE PHILANTHROPY

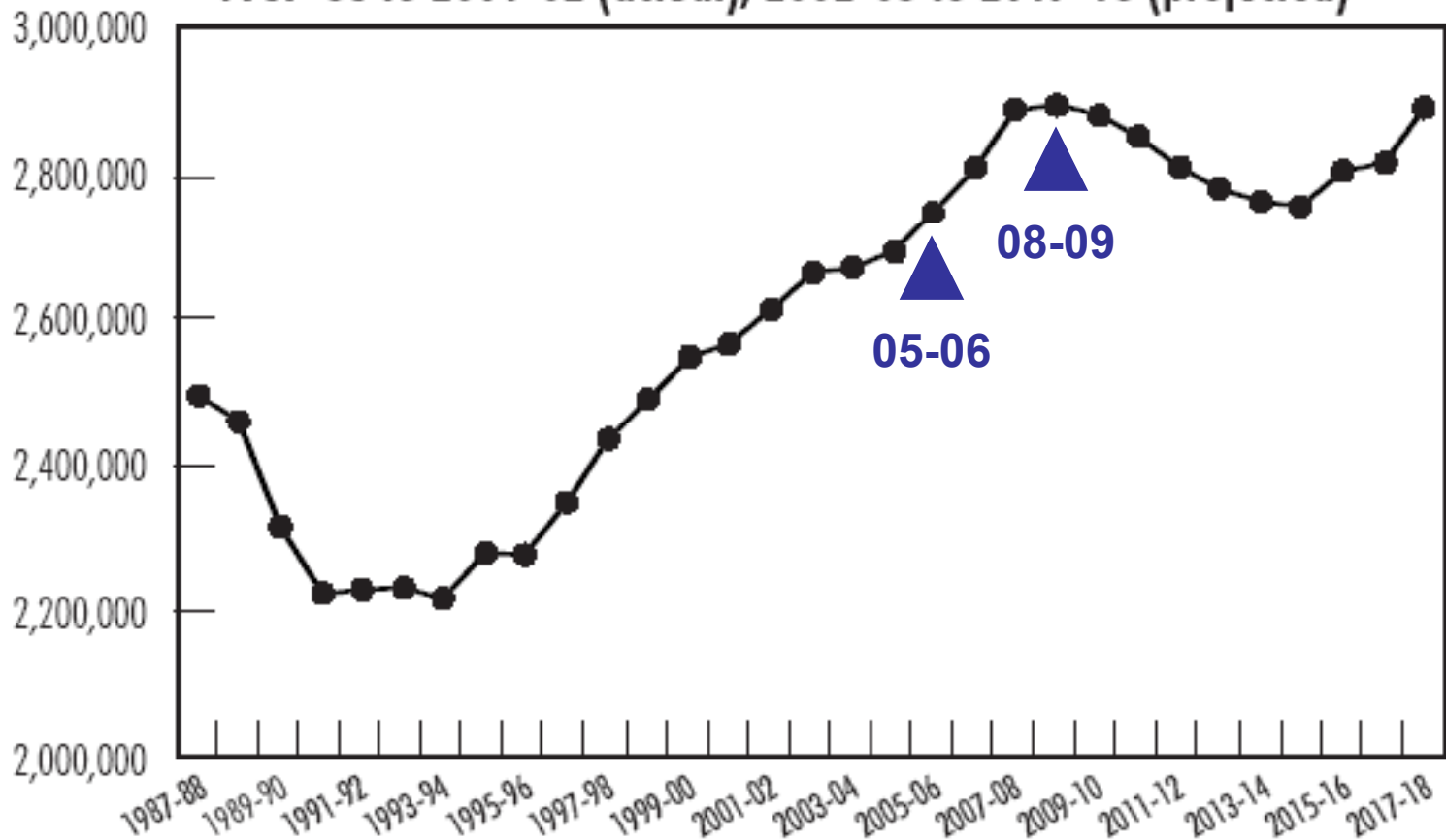
Venture philanthropists:

- **Use resources to influence change**
- **Want to contribute expertise as well as money**
- **Tend to have a start-up mentality**
- **Demand accountability and measurable results**

“The Mechanics of Venture Philanthropy,” CURRENTS, Dec. 2002

BOOMLET AND BUST

Figure 1. Number of U.S. Public High School Graduates
1987-88 to 2001-02 (actual), 2002-03 to 2017-18 (projected)



Source: Western Interstate Commission for Higher Education, 2003.

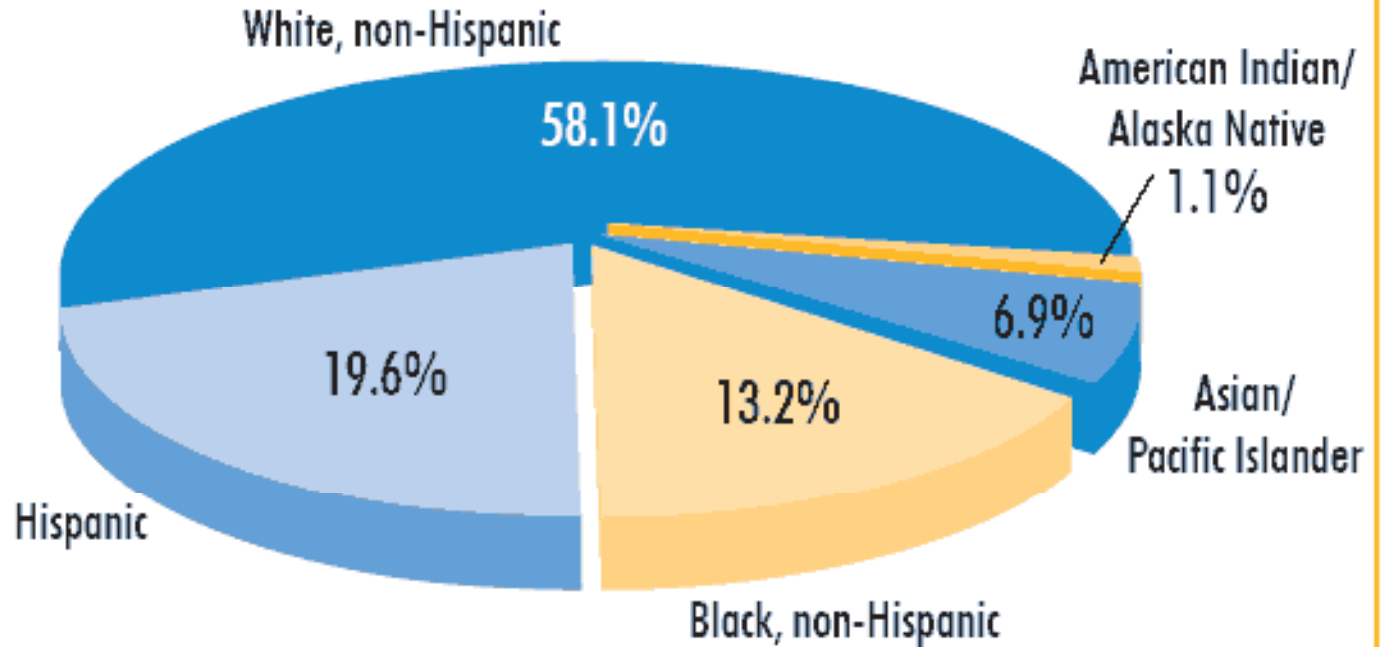
High School Grads 2001-2009 / 2010-2018

Loss / loss	DC, LA, MT, ND, SD, WV, WY
Flat / loss	HI, ME, NM, OH, VT
Gain / loss	AK, CA, CT, MA, MI, NH, NY, PA, RI
Gain / flat	AZ, IL, MD, NJ, SC, VA, WA
No change	AL, AR, IA, KS, KY, MN, MS, MO, NE, OK, TN, WI
Flat / gain	ID, UT
Gain / gain	CO, DE, FL, GA, IN, NV, NC, OR, TX

source: Western Interstate Commission for Higher Education, 2003

Race/Ethnicity

Figure 4. Distribution of Public High School Graduates by Race/Ethnicity, U.S., 2013-14 (projected)

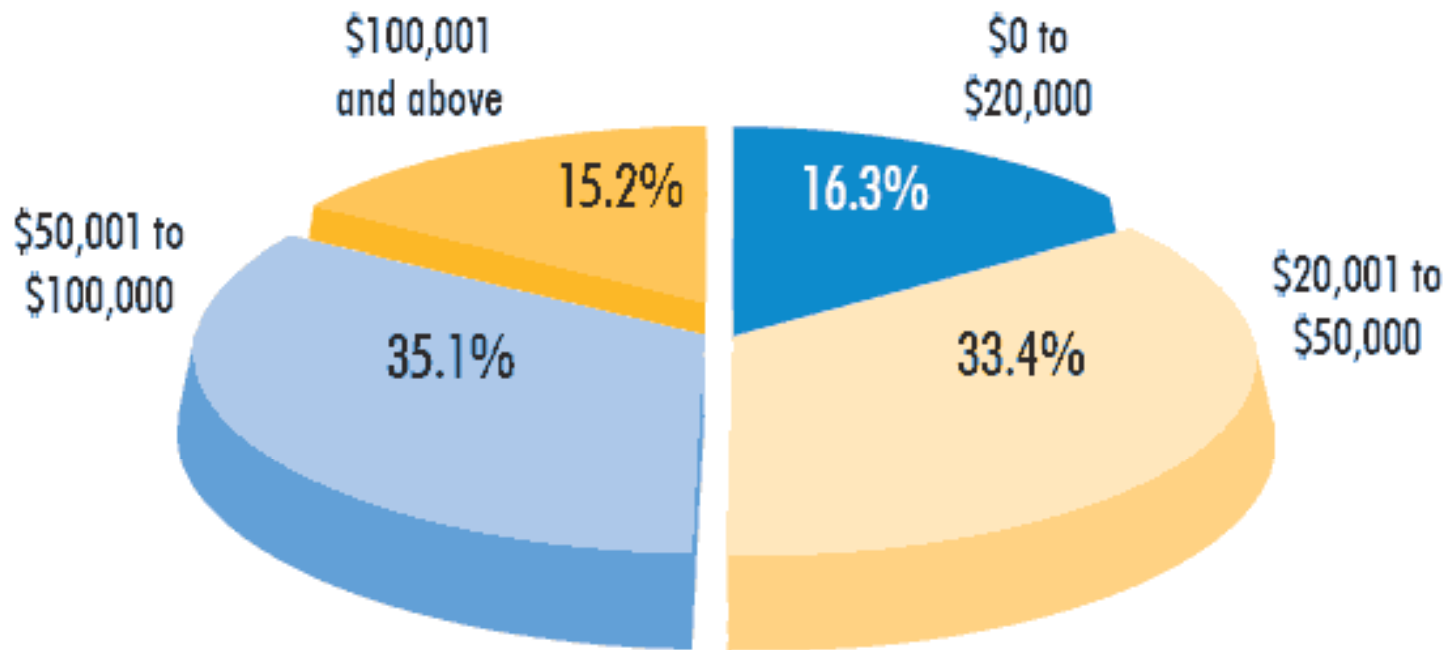


Source: Western Interstate Commission for Higher Education, 2003.

Demographics

Family Income

Figure 2. Distribution of Public High School Graduates by Family Income, U.S., 2006-07 (projected)



Source: Western Interstate Commission for Higher Education, 2003.

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Demographics

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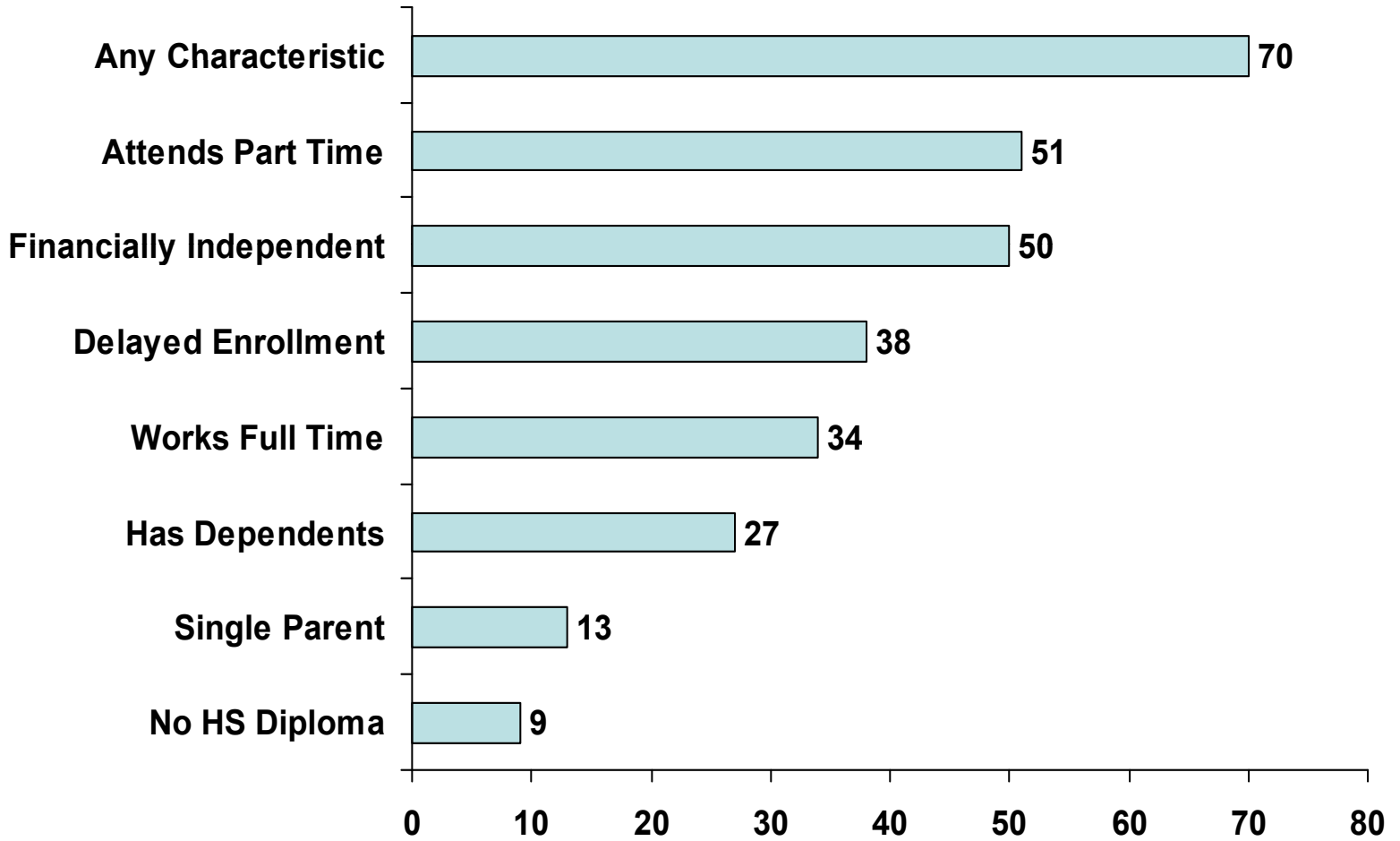
INFLUENCE

Recognition



“Non-traditional” Students

Percentages of 2003-04 Undergraduates





WHAT DOES IT ALL MEAN?

WHAT DOES IT ALL MEAN?

FOR ADVANCEMENT FIELD

- **Enhanced professionalism**
- **Strategic role**
- **Advocacy efforts**
- **Attention to standards**





WHAT DOES IT ALL MEAN?

FOR ADVANCEMENT OFFICE

- **Integration**
- **Collaboration**
- **Prioritization**
- **Investment**
- **Accountability**

WHAT DOES IT ALL MEAN?

FOR ADVANCEMENT SERVICES

- **High demand; High demands**
- **Cross-training**
- **Creativity**
- **Integrity**





WHAT DOES IT ALL MEAN?

FOR YOU

- Long Hours
- Long Career
- Long View

THANK YOU!

www.case.org

lippincott@case.org

